

ORDER



Orders
Order / Rev: 166986
Alt Order #:
Product Desc:
Estimate: 12064
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Local Account KSTP House
Sales Office: MSP
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030-7428

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Graves for Congress
Demographic: A35+
Product Codes: PL1
Priority: 4
Revenue Codes: AGY, PAID, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	78	\$28,125.00	\$23,906.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$28,125.00	\$23,906.25	0.00
Totals	78	\$28,125.00	\$23,906.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Account KSTP House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$28,125.00
Market	100%	\$112,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$28,125.00
KMSP	25%	\$28,125.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$28,125.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	09/24/12	09/30/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	- 111 - - -	:30	3	\$175.00	4	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- 111 - - -			3		\$175.00		0.00				
N 2	M	09/24/12	09/30/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11111 - -	:30	5	\$175.00	4	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111 - -			5		\$175.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	M	09/24/12	09/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a 11111-- (6:00 AM-6:30 AM)	:30	5	\$300.00	4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--				5	\$300.00		0.00			
N 4	M	09/24/12	09/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a 11111-- (6:30 AM-7:00 AM)	:30	5	\$300.00	4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--				5	\$300.00		0.00			
N 5	M	09/24/12	09/30/12	M-F GMA M-F GMA	CM	7-9a 22222--	:30	10	\$250.00	4	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	22222--				10	\$250.00		0.00			
N 6	M	09/24/12	09/30/12	SA GMA Sa GMA	CM	7-8a -----1-	:30	1	\$300.00	4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$300.00		0.00			
N 7	M	09/24/12	09/30/12	Su 6-7a Sun 6-7a News	CM	6-7a -----1 (6:30 AM-7:00 AM)	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1				1	\$150.00		0.00			
N 8	M	09/24/12	09/30/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a -1-1---	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-1---				2	\$150.00		0.00			
N 9	M	09/24/12	09/30/12	M-F The View M-F The View	CM	10-11a 1-1-1--	:30	3	\$250.00	4	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-1-1--				3	\$250.00		0.00			
N 10	M	09/24/12	09/30/12	M-F Midday News M-F Midday News	CM	11a-12p -1-1--- (11:00 AM-11:30 AM)	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-1---				2	\$150.00		0.00			
N 11	M	09/24/12	09/30/12	M-F Midday News M-F Midday News	CM	11a-12p 1---1-- (11:30 AM-12:00 PM)	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1---1--				2	\$150.00		0.00			
N 12	M	09/24/12	09/30/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p --1----	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----				1	\$150.00		0.00			
N 13	M	09/24/12	09/30/12	M-F 3-4p Twin Cities Live	CM	3-4p 11--1--	:30	3	\$100.00	4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11--1--				3	\$100.00		0.00			
N 14	M	09/24/12	09/30/12	M-F 4-430p Millionaire	CM	4-430p 1-111--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-111--				4	\$150.00		0.00			
N 15	M	09/24/12	09/30/12	M-F 430-5p News 430p News	CM	430-5p 11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--				5	\$150.00		0.00			
N 16	M	09/24/12	09/30/12	M-F 5-530p M-F 5-530p	CM	5-530p 11111--	:30	5	\$350.00	4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--				5	\$350.00		0.00			
N 17	M	09/24/12	09/30/12	M-F 6-630p M-F 6-630p	CM	6-630p 11111--	:30	5	\$450.00	4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N17	M	09/24/12	09/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$450.00	4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$450.00			0.00			
N18	M	09/24/12	09/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	11-1---	:30	3	\$400.00	4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11-1---		3			\$400.00			0.00			
N19	M	09/24/12	09/30/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-----		1			\$3,500.00			0.00			
N20	M	09/24/12	09/30/12	Wednesday Prime A The Middle	CM	7-8p	--1----	:30	1	\$1,500.00	4	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--1----		1			\$1,500.00			0.00			
N21	M	09/24/12	09/30/12	Friday Prime A Shark Tank	CM	7-8p	----1--	:30	1	\$800.00	4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----1--		1			\$800.00			0.00			
N22	M	09/24/12	09/30/12	Sunday Prime C Revenge	CM	8-9p	-----1	:30	1	\$3,000.00	4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1			\$3,000.00			0.00			
N23	M	09/24/12	09/30/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-11-1--	:30	3	\$700.00	4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-11-1--		3			\$700.00			0.00			
N24	M	09/24/12	09/30/12	M-F 1102p News M-F 1102p News	CM	1102-1132p	11111--	:30	5	\$175.00	4	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$175.00			0.00			
N25	M	09/24/12	09/30/12	M-F 1035-1102p Nightline	CM	1035-1102p	---1---	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	---1---		1			\$350.00			0.00			
													Totals	78	\$28,125.00